APR 3 0 1964



# 1003 37th ANNUAL REPORT OF CANADIAN TIRE CORPORATION LIMITED



## ANNUAL MEETING

The Annual General Meeting of the Common shareholders will be held at the Head Office of the Company, Yonge Street and Davenport Road, in the City of Toronto, on the 7th day of May, 1964, at the hour of 12:00 noon o'clock.

Canadian Tire Corporation Limited

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HIGHLIGHTS						1963			1962	
Net Profit before taxe	s			\$	4,5	599,	718	\$	2,612,1	70
Net Profit after taxes		-		\$	2,2	234,	770	\$	1,258,8	65
Per Class A and Com	mon share				\$3	3.46			\$1.95	
Working Capital			-	\$	5,2	52,	418	\$	3,317,2	32
Net Fixed Assets -				\$1	16,2	37,	943	\$1:	5,718,63	30
Net Worth		-65 -		\$2	20,4	45,	704	\$1	7,677,40	53
Equity per Class A an	d Common	share	-		\$3	1.69	)		\$28.75	
Number of Associate	Stores		-		2	222			204	



A. J. BILLES, President

## THE PRESIDENT'S REPORT TO THE SHAREHOLDERS

On behalf of the Board of Directors of your Company, I have pleasure in presenting the Annual Report for the fiscal year ended December 31, 1963. This report consists of the Balance Sheet, the Profit and Loss Statement, the Surplus Statement, and the Statement of Source and Application of Funds.

## Sales and Earnings

Your Company's net profits after tax were \$2,234,770 or \$3.46 per share on the combined 645,172 outstanding Class A and Common shares. Computed on the same basis, profits for the 1962 fiscal year equalled \$1,258,865 or \$1.95 per share. In both years, profits from the sale of securities and fixed assets have been excluded.

This 77.5% increase in profits has resulted from the favourable combination of a number of factors. Firstly, sales volume increased by 8% to a new high. Secondly, the trend toward lower operating cost levels reported for 1962 was continued in 1963. And finally, as forecast in my report for last year, competitive pressures eased sufficiently during 1963 to allow the return to gross profit levels approximating those which prevailed before the influx of extreme price competition and the introduction of dollar devaluation and tariff surcharges. In this regard,

we are also pleased to report that the combination of newly available Canadian sources and more competitive pricing by other established manufacturers has resulted in a substantial reduction in the value of merchandise which we have had to import.

Because of losses incurred during the first six months of 1963, gasoline marketing did not contribute significantly to Company profits for the year.

## Capital Expenditure and Physical Expansion

As stated a year ago, our program of real estate acquisition and building met its immediate objectives in 1962. Accordingly, capital expenditure for all purposes decreased to \$1,389,565 from \$3,299,130 the year previous.

#### Balance Sheet

With this lower requirement for capital expenditure, working capital at the end of 1963 was \$5,252,418, an increase of 58.5% over the previous year. Further reflecting this improvement in short-term position is an increase of almost four million dollars in cash balances, to a level slightly in excess of seven millions.

#### **Employee Profit Sharing**

In recognition of the diverse requirements of employees of differing ages, lengths of service. income levels and responsibilities, the Company for the year 1963 has introduced optional provisions to its Deferred Profit Sharing Plan which provide for the disbursement of varying amounts of cash, shares or units of the Deferred Profit Sharing Plan. The effect of these options has been to provide profit sharing awards of greater value to the individual. Younger persons have generally chosen cash awards of lower dollar amount but of greater immediate benefit. More mature employees have placed greater value in units of Deferred Profit Sharing of even larger dollar amount per person than last year. Therefore, despite a reduction in total dollar cost to the Company from \$935.506 in 1962 to \$515.929 in 1963, the change in method of payment of profit sharing awards has resulted in increased values to our employees as individuals.

#### Conclusion

The Directors of your Company join me in expressing our appreciation to our Associate Dealers and to our staff for their contributions toward the success of the past year.



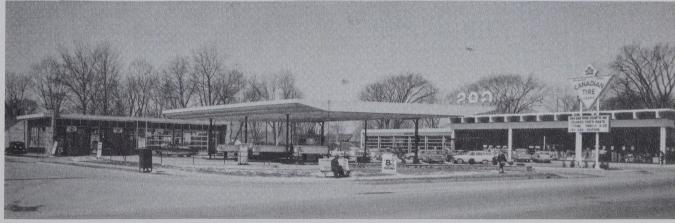
In looking forward to the future, we are confident that the reassessment of position caused by the extreme competition of the early 1960's has left Canadian Tire in a stronger position than ever before. We have reappraised marketing policies, have reduced operating cost levels, and have constructed a highly efficient and effective distribution organization. Therefore, despite continuing and effective competition from established merchandizing firms, we look forward confidently to a highly successful year in 1964.

ON BEHALF OF THE BOARD OF DIRECTORS

A Bill's

April 13, 1964.

The Modern trend in marketing . . . 1927 and 1963.



## Canadian Tire Corporation Limited BALANCE SHEET

		ASSEIS	
CURRENT ASSETS	1963		1962
Cash	\$ 7,037,791	\$	\$ 3,136,008
Accounts Receivable	2,362,387		2,174,699
Inventories—lower of cost or market \$7,149,45	57		7,687,528
Less: Tax paid Inventory Reserve 750,00	00		750,000
	6,399,457		6,937,528
Marketable Securities	150		150
		15,799,785	12,248,385
Fixed Assets—at cost			
Buildings and Building Improvements	. 13,834,072		13,094,385
Machinery and Equipment	2,786,927		2,380,560
Automobiles and Trucks	102,472		82,801
Leasehold Improvements and Licences	- 65,835		65,835
	16,789,306		15,623,581
Less: Provision for Depreciation	4,856,222		4,014,311
	11,933,084		11,609,270
Land	4,304,859		4,109,360
		16,237,943	15,718,630
Other Assets			
Mortgages Receivable	_ 20,000		20,000
Investments	348,513		52,713
Deferred Charges to Income	240,073		278,432
		608,586	351,145
Approved on behalf of the Board:			
A. J. Billes, Director			

See accompanying explanatory notes numbers 1 to 3 (page 6) which form an integral part of this Balance Sheet.

J. D. MUNCASTER, Director

\$32,646,314 \$28,318,160

#### AUDITOR'S REPORT TO THE SHAREHOLDERS

I have examined the balance sheet of Canadian Tire Corporation, Limited, as at December 31, 1963 and the statements of profit and loss and surplus for the year ended on that date. My examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as I considered necessary in the circumstances.

In my opinion the above balance sheet and attached statements of profit and loss and surplus present fairly the financial

#### LIABILITIES

CURRENT LIABILITIES	1963	1962
Accounts Payable and Accrued Charges \$ 7,829,009	\$	\$ 7,758,534
Provision for Income Taxes 1,724,098		755,668
Notes Payable 994,260		416,951
	10,547,367	8,931,153
MORTGAGES PAYABLE	863,243	919,544
FUNDED DEBT (see Note 1)		
6½% Debentures maturing as to 20% of the principal amount on June 1, in each of the years 1965-69 inclusive	790,000	790,000
CAPITAL STOCK (see Note 2)		
Authorized (1960):		
1,000,000 Class A non-voting shares without par value		
230,000 Common shares without par value		
Issued (1962):		
384,677 Class A shares		2,792,312
230,000 Common shares		892,188
Issued (1963): (see Note 3)		0,2,100
415,172 Class A shares 3,765,182		
230,000 Common shares 892,188		
4,657,370		3,684,500
Surplus		
Earned Surplus		13,992,963
15,788,334		13,992,963
	20,445,704	17,677,463
	\$32,646,314	\$28,318,160

position of the Company as at December 31, 1963 and the results of its operations for the year ended on that date, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Toronto, Ontario March 26, 1964 DONALD A. KIDD, Chartered Accountant.

## PROFIT AND LOSS STATEMENT For the year ended December 31,

	19	063	19	962
PROFIT BEFORE PROVIDING FOR THE UNDERNOTED ITEM	1S	\$ 6,038,349		\$ 4,500,338
Employee Extra Compensation and				
Retirement Plans \$	515,929		\$ 935,506	
Debenture Interest	51,350		51,350	
Directors' Fees	1,100		4,000	
Depreciation	870,252		897,312	
Provision for Income Taxes	2,364,948		1,353,305	
-		3,803,579		3,241,473
NET PROFIT		\$ 2,234,770		\$ 1,258,865
EARNED SURPLUS STATEMENT For the year	ear ended De	ecember 31,	10.0	10.00
			1963	1962
BALANCE AT BEGINNING OF YEAR			\$13,992,963	\$12,713,094
Add: Net profit for year			2,234,770	1,258,865
Profit on Sale of Securities			1,032	426,039
Profit on Sale of Fixed Assets			2,057	22,044
			16,230,822	14,420,042
Deduct: Dividends paid			442,488	427,079
BALANCE AT END OF YEAR			\$15,788,334	\$13,992,963
				Manager Street

## EXPLANATORY BALANCE SHEET NOTES For the year ended December 31, 1963

- Funded Debt The Company did not mortgage or charge any of its property as security for the debentures.
- The Company shall not issue Class A shares in excess of 345,000 Class A Shares unless the shares being so issued are for the benefit of the employees of the Company and/or authorized dealers and/or the employees of authorized dealers.
- 3. The Company issued 30,495 Class A non-voting shares to or for the benefit of the employees during the year for a total amount of \$972,869.75 under the terms of the Employees' Extra Compensation and Retirement Plans for the year ended December 31, 1962.

## STATEMENT OF SOURCE AND APPLICATION OF FUNDS For the year ended December 31, 1963

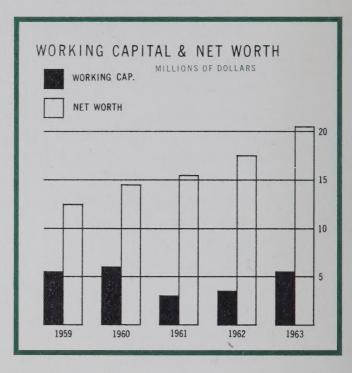
Source of Funds	
Net Profit for Year \$ 2,234,770	
Depreciation Charges 870,252	
Proceeds from Issue of Class A Shares 972,870	
Profit from Sale of Securities 1,032	
Profit from Sale of Fixed Assets 2,057	
Reduction in Deferred Charges to Income 38,359	\$ 4,119,340
APPLICATION OF FUNDS	
Dividends Declared:	
Class A shares \$ 281,488	
Common shares 161,000 442,488	
Mortgage Payments 56,301	
Net Purchase of Investments 295,800	
Purchase of Fixed Assets:	
Land 195,499	
Buildings 694,373	
Machinery 406,367	
Automobiles and Trucks 19,672	
Paving 73,654 1,389,565	
	2,184,154
INCREASE IN WORKING CAPITAL	1,935,186
Working Capital at beginning of year	3,317,232
Working Capital at End of Year	\$ 5,252,418





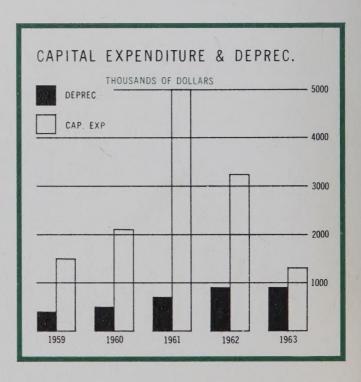
Modern Merchandising . . . 1927 and 1963: The modern store interior at right (showing "self-selection" in action) contrasts vividly with the illustration at left (reproduced from a newspaper print of 1927).

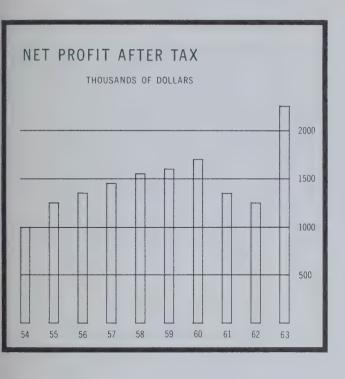
YEAR	WORKING CAPITAL	NET WORTH
1963	\$5,252,418	\$20,445,704
1962	3,317,232	17,677,463
1961	3,172,258	15,698,137
1960	6,002,751	14,263,281
1959	5,269,275	12,633,712
1958	4,248,069	10,654,935
1957	3,129,862	8,609,801
1956	3,731,353	7,375,777
1955	3,399,590	6,015,359
1954	3,050,515	5,090,624



## TEN YEAR ANALYSIS OF FINANCIAL

YEAR	CAPITAL EXPENDITURE	DEPRECIATION
1963	\$1,389,565	\$870,252
1962	3,299,130	897,312
1961	4,988,382	765,891
1960	2,163,766	466,735
1959	1,491,337	400,236
1958	1,263,437	371,406
1957	2,172,627	316,445
1956	1,184,975	197,196
1955	711,457	150,958
1954	599,430	107,987

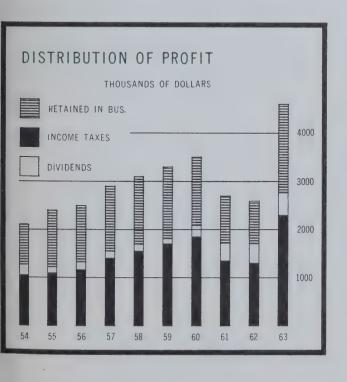




NET PROFIT AFTER TAX	SHARES OUTSTANDING*	NET PROFIT PER SHARE*†
1963 \$2,234,770	645,172	\$3.46
1962 1,258,865	614,677	1.95
1961 1,318,286	596,402	2.04
1960 1,691,685	584,569	2.62
1959 1,622,470	551,370	2.51
1958 1,555,969	529,680	2.41
1957 1,468,751	501,290	2.27
1956 1,333,292	500,630	2.06
1955 1,250,061	500,000	1.93
1954 999,595	500,000	1.55

\*Adjusted for 5 for 1 split of June 30, 1960 †On the basis of 645,172 shares outstanding

## ND OPERATING RESULTS 1954-63



NUM: OI STOR	?	DIVIDENDS PAID	EARNED SURPLUS
1963 1962 1961 1960 1959 1958 1957	222 204 201 190 171 151 149	\$442,488 427,080 415,461 279,103 132,285 127,570 138,078 139,090	\$15,788,334 13,992,963 12,713,094 11,800,198 10,451,899 8,856,521 7,328,287 5,883,117
1955 1954	135 130	151,820 163,202	4,515,400 3,343,185



## MODERN MANAGEMENT METHODS, 1927 AND 1963

With the opening of the first Associate Store in 1934, the present day function of Canadian Tire began. By 1954, the rising tide of business and paperwork caused the introduction of office automation to service this increasing volume and to combat spiralling administrative costs. Therefore, almost ten years ago, the first elementary Data Processing system was installed to provide more efficient invoicing of Dealer orders and improved management control information.

Following the successful implementation of this first stage of office automation, 1959 saw the introduction of our first electronic computer system, an IBM 650 RAMAC, to provide expanded capacity, speed and management reporting.

Today there is no more modern or efficient Electronic Data Processing system in operation for order handling and inventory control than our installation, which employs two IBM 1401 electronic computers. With the ever-increasing application of this computer-capability to management decision-making, Canadian Tire research continues to keep its systems and methods years ahead of competition.

"If knowledge is power, then computerized knowledge is more power. Already a few bold corporations have staked their futures on this proposition. Competitors must follow or risk basing decisions of yesterday's dead facts."

"FORTUNE" April 1964



1963; Times have changed — as shown by this general view of our I.B.M. "1401" Tape RAMAC systems.



I.B.M. "1402" Card Reader-Punch, at left, reads 800 cards per minute. The "1405" RAMAC at right provides instant random access to any of some 10,000,000 characters!



Computer Enquiry Station; Supplies necessary data from the "1405's" 10,000,000-character "memory".



Magnetic Tape Drives: These read and record data for storage on magnetic tape.



"1403" Printer which "types" continuous-form invoices at a rate of 54,000 characters per minute.













## Canadian Tire Associate Stores

#### ONTARIO

ACTON	
AJAX	
	Station Plaza
ATTIETON	45 Victoria St W
ALLISION	42 44 FI-1- C
ARNPRIOR	42-44 Eigin St.
AURORA	Yonge St. S.
AYLMER	18-24 John St. S.
BANCROFT	12 Flint Ave
DANCROFI	110 TO 1 C. W.
BARRIE	I I Duniop St. W.
BELLEVILLE	348 Coleman St.
BLENHEIM	186 Talbot St. W
Porton	55 Ouron St
BULTUN	Queen st.
BOWMANVILLE	160 Church St.
BRACEBRIDGE	193 Manitoba St.
BRADEORD	9 Holland St F
Present	19 20 Main St S
BRAMPIUN	16-20 Maili St. S.
BRANTFORD	2/4 Colborne St.
BROCKVILLE	260 King St. W.
BURLINGTON	2440 New St
+CATEDONIA	A2 Aroulo St
CALEDONIA	43 Algyle St.
CAMPBELLFORD	65 Bridge St. S.
CARLETON PLACE	
CHAPTEATI	26 Rirch St
CHATHAM	384 Dichmond St
CHAIHAM	364 Kichinolia St.
COBOURG	144 King St. W.
COCHRANE	137 Sixth Ave.
COLLINGWOOD	5 Hurontario St
CORNELLI	520 Die C
DKNWALL	The Contract of the St.
DELHI	.James & Church St.
DRYDEN	54 Oueen Street
DUNDAS	50 Highway Blyd
Dunbas	204 Owen St
DUNNVILLE	204 Queen St.
ELLIOT LAKE	14 Hillside Dr. S.
ESPANOLA	94 Park St.
Feery	10 Talbot St S
LOSSEA	10 failout St. S.
EXETER	
FENELON FALLS	.Colborne & Oak St.
Process 2	90 St Androw St W
FERGUS	80 St. Andrew St. W.
FOREST	Main St. S.
FORT FRIE	69-71 Tarvis St
Toki Ekit	116 1-4 64 6
FORT FRANCES	
FORT WILLIAM	.235-241 Simpson St.
GALT	50-54 Water St S
UALI	
	100 YE: C.
GANANOQUE	
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MOUNT FOREST. Main & Queen St. NAPANEE. 18 Dundas St. W. NEW LISKEARD. Whitehead & Armstrong St. NEWMARKET 243 Main St. NICHORAM ST. W. 19160N. Front St. NORTH BAY. Cassells & 1st Ave. W. NORWICH. Main St. OAKVILLE. 476 Kerr St. N. ORANGEVILLE. 125 Broadway Ave. ORILLIA 22 West St. S. OSHAWA. 115 Simcoe St. S. OSHAWA. 115 Simcoe St. S. OTTAWA. 178 Kent St. (Chr. Laurier) 248 McArthur Rd. (Eastview) 119 Richmond Rd. 1170 Heron Rd. OWEN SOUND. 801 Second Ave. E. PARIS. 32-34 Dundas St. PARRY SOUND. 5 Seguin St. PERTH. 11 Wilson St. W. PETBRBOROUGH 230 George St. PICTON. 282 Main St. PERTH. 11 Wilson St. W. PETBRBOROUGH 230 George St. PICTON. 282 Main St. PORT ARTHUR. 106 North Cumberland St. PORT ELGIN. Goderich St. S. PORT HARTHUR. 106 North Cumberland St. PORT ELGIN. Goderich St. S. PORT HOPE. 64 John St. PORT HOPE. 654 John St. PORT HOPE. 127 King St. E. PRESTON. 1025 King St. E. ST. CATHARINES. 29-33 Riordon St. ST. CATHARINES N. 366 SCOTT St. ST. THOMAS. 795 Talbot St. E. ST. THOMAS. 795 Talbot St. E. SARNIA. 415 Exmouth S. SAULT STE. MARIE. 340-344 Queen St. E. †127, 2nd Line SEAFORTH. Main St. E. SMITHS FALLS. 38-40 Main St. E.
NAPANEE
Newmarket
NIAGARA FALLS705 Victoria Ave.
NORTH BAY Cassells & 1st Ave. W.
NORWICH
ORANGEVILLE 125 Broadway Ave.
OSHAWA
OTTAWA 178 Kent St. (Cnr. Laurier)
119 Richmond Rd. (Eastview)
1170 Heron Rd.
PARIS32-34 Dundas St.
PARRY SOUND 5 Seguin St.
PERTH11 Wilson St. W.
PETERBOROUGH
PORT ARTHUR 106 North Cumberland St.
PORT COLBORNE
PORT HOPE
†PORT PERRY Queen St.
PRESTON
RENFREW
†RIDGETOWN 8 Main St. E.
ST. CATHARINES N
St. Mary's
SARNIA
SAULT STE. MARIE340-344 Queen St. E.
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SIMCOE
STONEY CREEK931 Queenston Rd.
STRATFORD
STREETSVILLE 10 Matlock Ave.
STURGEON FALLS Front & Arthur St. SUDBURY
SUTTON Don Mills Highway
TILLSONBURG30 Oxford St.
TIMMINS57-61 Mountjoy St. S.
*2659-83 Danforth Ave.
2451 Dufferin St.
5307 Dundas St. W. (Islington)
Keele St. & Hwy. 401
2850 Kingston Rd. (Scarboro)
975 The Queensway 3665 Lawrence E. (Scarboro)
1973 Weston Rd.
309 Lakeshore Rd. E. (Port Credit)
1009 Sheppard Ave. E. (Willowdale)
5460 Yonge St. (Willowdale)
TRENTON
WALKERTON
WALLACEBURG
WATERLOO
WHITBY311 Brock St. N.
WILLIAMSBURG
WINDSOR EAST 3907 Tecumseh Rd. E.
WINGHAM
TORONTO

#### QUEBEC

BEAUHARNOIS
QUEBEC
Shawinigan
SHAWVILLE
SHERBROOKE430 Minto St.
SOREL120 rue Roi
St. Georges
ST. HYACINTHE2940 Dessaules St. ST. JEAN281 Richelieu Ave.
*ST. JEROME
THETFORD MINES 995 Notre Dame, N.
*THREE RIVERS
VAL D'OR1220, 7th St.
VALLEYFIELD305 Larocque Road *Victoriaville

#### NEW BRUNSWICK

BATHURST	97-101 Water St.
CHATHAM EDMUNDSTON FREDERICTON	22 Hill St. 73-281 Queen St.
*Moncton	-44 Waterloo St620 Main St.

#### NEWFOUNDLAND

CORNER BROOK71	Humber Rd.
GRAND FALLS	Lincoln Rd.
HARBOUR GRACE	Harvey St.
St. John's	lizabeth Ave.
*Kenmount Rd.	

#### NOVA SCOTIA

AMHERST	23 Church St.
ANTIGONISH	
BRIDGEWATER	402 King St.
DARTMOUTH1:	5-17 Commercial St.
DIGBY	104 Montague Row
GLACE BAY	
HALIFAX	.6112 Quinpool Rd.
264-266 Herring Cove	Rd. (Spryfield)
KENTVILLE	.99-101 Webster St.
LIVERPOOL	65 Market St.
NEW GLASGOW	
†NEW WATERFORD	4 Plummer Ave.
NORTH SYDNEY	
PORT HAWKESBURY	No. 4 Highway
SYDNEY4	27-431 Charlotte St.
TRURO	
WINDSOR	
YARMOUTH	1st & Collins St.

#### PRINCE EDWARD ISLAND

CHARLOTTETOWN	96-98 Queen	St.
SUMMERSIDE	7 Central	St.

\*New stores recently opened or planned for 1964.

†Order stores recently opened or planned.

## Canadian Tire Corporation Limited

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837 Yonge Street—Toronto

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As competition for the Consumer's dollar grows ever more fierce Canadian Tire continues to plan and build for the future.



